

# **The role of DMCs in Destination Marketing and Management**

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# MICE TOURISM

## MICE tourism

(Meetings, Incentives, Conferences/Conventions/Congresses, Exhibitions/Events)

or “Business tourism” or “Meetings industry”



## Reasons for the development of MICE tourism in the destination:

- business tourists spend 2-3 times more than any other category of tourists
- they travel outside the peak season and mostly on weekdays
- creating jobs with less seasonal character
- stimulation of investments
- the inflow of foreign exchange
- exchange of ideas, experiences, learning about other cultures...
- meeting the international standards of quality

# MICE MARKET STAKEHOLDERS

## BUYERS

Corporate buyers

Association buyers

Academic buyers

Government and public sector buyers

SMERF buyers

## SUPPLIERS

Venues

Other suppliers

## INTERMEDIARIES

### On suppliers' side

DMOs

CVBs

### On buyers' side

PCOs

**DMCs**

Venue finding agencies

Conference production companies

Incentive Travel Houses

Corporate Events Company

Exhibition Organizer

# DMC

DMC is “a professional service company, possessing extensive local knowledge, expertise and resources, specializing in the design and implementation of events, activities, tours, transportation and programme logistics.” (Definition by ADME - Association of Destination Management Executives )

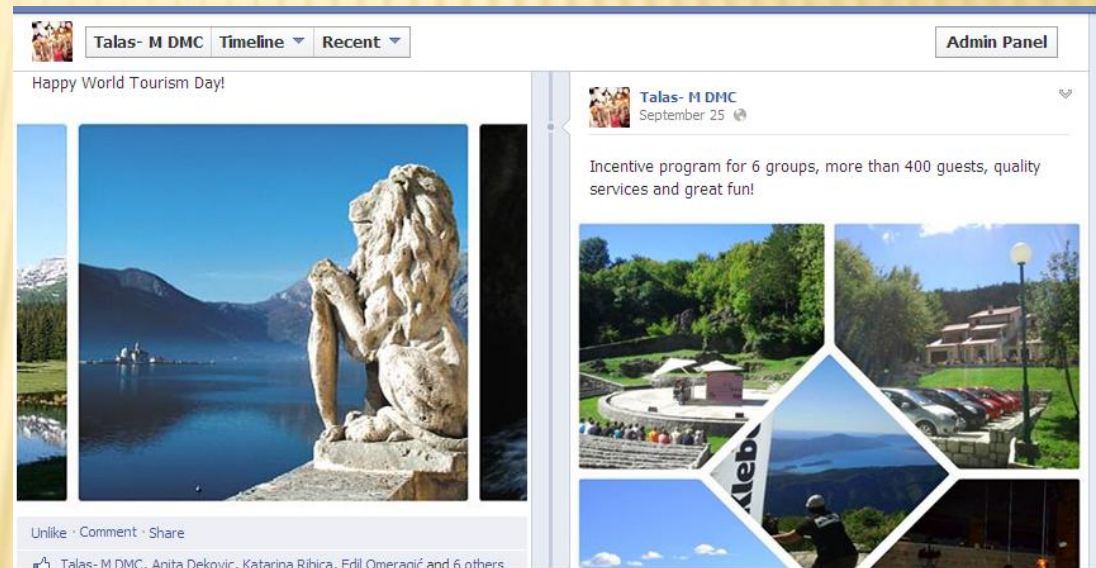
Their strength is their extensive and detailed knowledge about destination they are based at. They know local language, customs, may have an access to some unusual venues which are not normally open to public.



# THE ROLE OF DMCS IN DESTINATION MARKETING

What DMCs do regarding destination marketing:

- ✘ Visiting trade shows
- ✘ Sales calls
- ✘ Representatives
- ✘ Educational trips
- ✘ Presents
- ✘ Social networks



The following is an example of presentation made by a DMC – case study Montenegro



# MONTENEGRO





**Capital:** Podgorica - administrative and commercial, and Cetinje - historical and cultural centre

**Population:** 650 000 inhabitants

**Area:** 13 812 Km<sup>2</sup>

**Formalities:** The citizens of EU may enter, pass through and stay in Montenegro for up to 90 days with a valid passport without a visa. Also, they may enter and stay in Montenegro for up to 30 days with a valid identity card or a document confirming their identity and nationality.

**Local time:** +1 GMT

**Currency:** Euro

**Official language:** Montenegrin

**Religion:** Orthodox, Catholic and Muslims

**Coast:** 293 km

**The highest peak:** 2523 m

**Five national parks:** Durmitor, Biogradska gora, Lovcen, Skadar Lake, Prokletije

**UNESCO sites:** The Bay of Kotor and National park of Durmitor

**Climate:** The climate is Mediterranean on the coastline, with warm and dry summers, and continental in the North.

240 sunny days, 185 bathing days

# Why Montenegro?



- **NEW** undiscovered destination
- **CULTURAL VARIETY - UNESCO** town and sites
- **RICH HISTORY** - Illyrians, Greeks, Romans, Byzantines, Ottomans, Austrian Empire
- **DIVERSITY** - Possibility to experience different activity in one day
- **BREATHTAKING NATURE** - sea, mountains, lakes and rivers - clear azure sea, long beaches, green mountains, the biggest lake in Europe, unique Bay of Kotor, Tara river second largest canyon in the world 1300m deep
- Friendly people
- Safety
- Natural & delicious food
- Very good hotel's infrastructure
- Newly reconstructed airports in Tivat and Podgorica
- Location – just 2h flight from European cities
- Price/Quality





**Boka Bay** - small towns of ancient seafarers, builders and scientists; a UNESCO protected museum town, a story telling islands.

**Budva** - an open-air stage for theatrical performances and festivals, a town of stunning beaches and a thrilling night life.

**St Stefan** – symbol of Montenegro







**Cetinje** - a town museum in which, at times, because of its multitude of old buildings, you have the feeling that time has come to a stand-still.

**Njegusi** is a small mountain village well known for the production of smoked ham, cheese and sausages.

**Mausoleum**, the last resting place of the greatest Montenegrin ruler and poet Petar II Petrovic Njegos.



**Skadar Lake** - not only the largest lake in the Balkans, but one of the few remaining fresh water marshes, the last resort of pelicans and the biggest bird sanctuary in Europe.

**Plantaze wine yards and cellars** - although being situated in a small Montenegro, it owns the largest vineyard in a complex in Europe.

**The Monastery of Ostrog**, placed against an almost vertical background, high up in the large rock, represents one of three most visited Christian destinations on the planet.







**Gorgeous landscapes:** canyons, mountain peaks covered in snow even in summertime, thrilling caves and unusual lakes.

**National park Biogradska gora with its lake** – one of the last three rainforests in Europe

**Tara river canyon** – the deepest river canyon in Europe.

**Nevidio canyon** – last conquered canyon in Europe. Cold, irresistible and a bit dangerous.

**Eko village** – live in a wooden cottage without electricity and running water, drink cold clean river water and eat food prepared on the local farm.











# THE ROLE OF DMCS IN DESTINATION MANAGEMENT

- ✘ Advising Convention bureau about some problems in the industry or about potential strategies that should be taken
- ✘ Hotels – fast check in and professional service requirements
- ✘ Restaurants - different menus and service for different markets
- ✘ Airline companies and market needs
- ✘ Influence on creation of new teambuildings and activities
- ✘ Creating partnership with other South East Europe countries
- ✘ Changing perception about destination

# WORKING FOR DMC

- ✘ Working with the most luxurious venues in the country



✘ Having fun



✘ Feeling gala



✘ Becoming “expert” in different fields





# Project manager at DMC



what my friends think  
I do



what my mom thinks I  
do



what society thinks I  
do

*"I need...deadline is YESTERDAY!"*



what my boss thinks  
I do



what I thought I'll  
be doing



what I really do

